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Kritika Bharadwaj

Navigating the Evolution of Technology and Law

Experienced in navigating legal and commercial waters for businesses at every stage of their life cycles, Kritika Bharadwaj operates at the intersection of corporate, technology and intellectual property. Based in New York, she represents large and emerging corporate clients in a variety of industries, including technology, healthcare and life sciences, banking and finance, investment funds and family offices, manufacturing, energy, and retail. Kritika guides clients in transactions and advisory matters comprising multimillion-dollar/multiyear investments in acquisitions, dispositions, development, licensing, financing, outsourcing and other strategic arrangements involving advanced technology and related services, as well as private placements, complex entity structuring, telecommunications, data protection and cybersecurity matters.

While living in the technology hub of Bangalore, India, Kritika's practice focused on domestic and foreign investments in technology and life sciences companies in India and their commercial transactions. When she returned to the United States, Kritika used her understanding of the legal system in India, combined with her several years of practice in the United States, to serve companies with business interests in both nations. Her familiarity with the business culture in both countries aids cross-border collaboration.

Kritika was drawn to Day Pitney's values, holistic approach to a strong corporate practice and the opportunity to collaborate with talented staff and attorneys across different practices, including mergers and acquisitions, private equity and venture capital, and intellectual property. She focuses on structuring and negotiating complex transactions and strategic business relationships, and her colleagues turn to her whenever there is a technology, intellectual property or data aspect in deals or disputes. In addition, Kritika advises companies on their trademark and branding strategies, as well as marketing and advertising deals.

According to Douglas Kelly, Vice President and General Counsel at AAA National, "Kritika is a model when it comes to our requirement that our outside lawyers learn our business in order to effectively partner with us to achieve success. Time and time again, Kritika has used her knowledge of the business issues important to our organization to assist our in-house legal team to produce better work products in some complex areas of the law."

Michelle Roberts, a Director at BlackRock Inc., says, "I am so thankful for Kritika's advice and leadership on deals in my high-volume pipeline. She understands our need to be expedient and to contract on market standards. Her clear and careful advice allows us to make decisions quickly and shorten execution time."

For Mara Calame, Senior Vice President and General Counsel at Talbots, Kritika has proven to be a conscientious and diligent partner. "Kritika is the consummate professional. I always feel well-represented when she's involved, as I know I can rely on her to bring forward intelligent and creative solutions to resolve contract issues so the business can move forward."

Kritika credits her meticulous, practical and reasoned approach to being an effective deal lawyer and thoughtful advisor to influences from her supportive family of professionals, paired with her keen interest in art, world cultures and travels, which helps her approach challenging situations with creativity and open-mindedness.

A vital part of Kritika's practice is tracking how technologies and related laws continue to evolve. "When you can speak the business's language, it becomes easier and enjoyable to get exposure to different technologies and business structures, trace market trends, anticipate risks and creatively navigate the legal issues," she says. "What's important to me is

understanding what is important to the business and the stakeholders; how will any given change impact them, and how can we prepare proactively?"

TECHNOLOGY TRANSACTIONS AND DATA PROTECTION

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